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CONTACT: Ken Severson

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(317) 233-7104

NEW ISDH HEALTH INITIATIVE PROMOTES EATING FRUITS & VEGETABLES

INDIANAPOLIS—The Indiana State Department of Health (ISDH) joins Produce for Better Health and the Centers for Disease Control and Prevention (CDC) to unveil a new public health initiative, Fruits & Veggies – More Matters.

Research indicates that more than 50 percent of adults know they need to eat five or more servings of fruits and vegetables per day. However, more than 90 percent of all Americans do not eat the recommended amount.

“Eating fruits and vegetables is important for good personal health,” said State Health Commissioner Judy Monroe, M.D. “Not only are they low in calories and full of essential nutrients and dietary fiber, they help reduce the risk of chronic disease.”

While research found that Americans are aware of the health benefits of eating fruits and vegetables, most consumers would need to at least double the amount they currently consume in order to meet the new dietary guidelines.

“This program is a great opportunity to reach out to our community and alert them about this important health initiative and the consumption gap in fruits and vegetables,” said Dr. Monroe.

Fruits & Veggies – More Matters is an initiative that people will see in stores, online, at home and on packaging. A new Web site, www.fruitsandveggiesmorematters.org, will offer recipes, serving ideas and shopping advice. It will include activities, tips for getting children involved and explore the different varieties of fruits and vegetables. People will have the opportunity to share their own serving ideas online.

Fruits & Veggies – More Matters replaces the existing 5-A-Day awareness program and will build on the 5-A-Day heritage and success to further motivate people to eat more and showcase the great taste, nutrition, and variety. It will also remind people that eating fruits and vegetables may help prevent many chronic diseases.

This new call for a healthier America is attainable and easy for people to understand – simply eat more fruits and veggies whenever possible.

To promote Fruits & Veggies – More Matters, Governor Mitch Daniels signed a proclamation and Dr. Monroe approved an interim licensing agreement. The ISDH's Community Nutrition/Obesity Prevention Division, along with the State Fruits & Veggies – More Matters Advisory Council, will deliver related programs and activities throughout 2007.

The initiative was developed by Produce for Better Health Foundation and the CDC, in partnership with the Culinary Institute of America and other organizations committed to promoting increased consumption of fruits and vegetables. For more information, visit www.fruitsandveggiesmorematters.org and www.cdc.gov/fruitsandveggies or call the ISDH Helpline at (800) 433-0746.

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